

ABSTRACT OF THE DISCLOSURE

A coupon management system transmits or broadcasts a coupon information from a broadcasting/transmitting system to a receiving system together with a program or commercial message. The receiving system generates a coupon issuance request on the basis of the coupon information, and attaches to the request an identifier of the program or commercial message with which the coupon information is provided. The coupon issuance request attached with the identifier is transmitted from the receiving system to a service center. The service center issues a coupon on the basis of the coupon issuance request and calculates a number of issued coupons for each program or commercial message.

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